

**INDIANA ARTS COMMISSION
ADVOCACY AND AWARENESS COMMITTEE**

July 8, 2010, 12:30 p.m.

IAC Offices, 100 N. Senate Avenue, Rm N505
Indianapolis, Indiana 46204

Karen Ellerbrook, Chairperson

Minutes

Members present: Karen Ellerbrook, Jon Ford, Linda Levell, John DePrez, Tetia Lee

Members via teleconference: Irene Smith-King, Pam Hicks, Judy Hess, Jeanne Mirro (ex officio)

Members absent: Dick Stifel, Gil Cárdenas, Donna Catalano

IAC Staff present: Lewis Ricci, Rex Van Zant, Laura Frank, Rob Hess, Dennis Hardin

1. **Welcome and Introductions.** Ms. Ellerbrook convened the meeting at 12:35 p.m., welcomed everyone, and asked everyone to introduce themselves.

2. **Consent Agenda.** Mr. DePrez moved to adopt the consent agenda. Ms. Levell seconded the motion. The motion passed.

3. **IAC Advocacy Update.** IAC Executive Director Lewis Ricci reported that the State budget office has mandated an additional 5% holdback on the IAC budget for FY 2011, bringing the total holdback to 15%, amounting to about \$160,000. However, there will be a slight increase in federal funding from the National Endowment for the Arts; this funding is earmarked for Traditional Arts Indiana and the IAC Accessibility initiative. The FY 2011 budget which will be presented to the full Commission at the July 30 meeting will reflect an overall reduction of about \$100,000 from appropriated state funding. Moving to the subject of legislative communications, Mr. Ricci explained that Indiana Senate Minority Leader Vi Simpson had requested all state agencies to submit reports showing where Executive Branch-mandated budget cuts had been made. Mr. Ricci presented copies of the IAC letter (attached) which went into the report assembled by the office of the Governor. The letter explains where cuts have been realized in the Arts Commission budget since the last legislative budget session. Mr. Ricci recommended that IAC should become pro-active prior to the start of the next budgetary session in 2011 by crafting another letter to be sent to all legislators. This letter could bear the signature of a Commissioner within the same district as the legislator. Another recommendation is to prepare a sort of "annual report" on IAC activities to be sent to all members of the legislature. Mr. Ricci also remarked that several legislators who have been sympathetic to the cause of funding for the arts will not be returning to their positions in the next session, and that new relationships will need to be forged.

4. State Arts Advocates Update. Tetia Lee was introduced as the newest member of the Advocacy & Awareness Committee. She is the incoming president of the Indiana Coalition for the Arts (INCA). She reported on efforts to expand INCA's membership base. She also reported on the "Fifty States in Fifty Days" initiative by Americans for the Arts, which will concentrate efforts in every state to establish contacts with lawmakers at every level of local, state and federal government. Ms. Mirro encouraged all members of the Committee to become members of INCA. Mr. DePrez commented on the usefulness of two Technical Assistance Seminars which were presented in June in cooperation with INCA; a 2-day fundraising workshop was presented in Lafayette and a workshop on board membership and governance was presented in Bloomington. Those organizations which attended the workshops received a membership in INCA.

5. Governor's Arts Awards Update. Mr. Ricci reported that the Governor wants to continue the Governor's Arts Awards into the coming fiscal year, and the next presentation will be in 2011. There have been discussions over the past several months about the possible location for the next awards program; due to the downturn in the economy, there is some doubt whether a community outside of Indianapolis would have the means to host the event. Staging the ceremony "out in the state" would be very positive in several ways, not the least of which is the amount of local attention the event would garner in another community besides Indianapolis. Hosting the program in Indianapolis would give the state administration an opportunity to demonstrate fiscal responsibility by keeping costs at a minimum while still endorsing the recognition of arts leaders. Mr. DePrez stated his preference to work with a community outside of Indianapolis, and to that end he entered a motion to recommend to the full Commission that Requests For Proposals (RFPs) be distributed state-wide to governmental agencies, arts organizations and visitor bureaus, for the purpose of hosting and presenting the 2011 Governor's Arts Awards. Ms. Smith-King seconded the motion. The motion passed.

6. New Business. IAC Marketing & Communications Director Rex Van Zant reported on a new marketing plan by the Indiana Bureau of Motor Vehicles (handout attached), for the purpose of increasing sales of all special-interest license plates. By getting more general-issue plate owners to switch to specialty plates, revenue will be generated for both the BMV and the sponsoring organizations. The marketing campaign is called "UBU" (You Be You) and will highlight the organizations which sponsor specialty plates. Ms. Lee reported on the "Taste of Tippecanoe" event in Lafayette on June 19, which was chosen for the official presentation of the Cultural District designation to the Tippecanoe Arts and Cultural District. Ms. Ellerbrook extended the congratulations of the Commission to Ms. Lee and to the Tippecanoe Arts and Cultural District.

7. Old Business. Mr. Van Zant reported that the agency communications plan had been submitted and approved by the Office of Management and Budget, allowing for new IAC rack cards to be printed and distributed, but not allowing expenditures for such promotional items as key chains and lapel pins. IAC Communications Manager Laura Frank presented a handout (attached) reporting on recent website activities and E-communications. Mr. Ricci reported that the new IAC Strategic Planning process is

underway and that two steering committee meetings have been held. Several public meetings are being planned in various locations around the state. The IAC Committee on the Future is responsible for developing the new strategic plan and further information will be presented at the July 30 meeting of the full Commission. Mr. DePrez remarked that the time is right, economically speaking, to begin ramping-up discussions of future arts funding in the state. Ms. Hicks recommended hosting a series of roundtable discussions with arts leaders, legislators and former legislators. There was general agreement to pursue this recommendation.

8. **Adjournment.** Ms. Levell moved to adjourn the meeting. Ms. Smith-King seconded. Motion passed. The meeting adjourned at 1:56 p.m.